

Call for Sponsors

SharePoint Saturday Twin Cities

Saturday, November 16, 2019

NORMANDEALE COMMUNITY COLLEGE
9700 FRANCE AVE S, BLOOMINGTON, MN 55431
sponsors@SPSTC.com

Event Overview:

SharePoint Saturday Twin Cities is one of the largest, longest-running, and best-attended SPS events around with recent events topping 400, 500, and even 600 attendees. We provide a variety of opportunities for attendees to engage with sponsors throughout the day as well as sponsor sessions to promote your products and services. Please contact us via email at sponsors@spstc.com for more information.

General Information:

- Sponsor booth locations are determined by the sponsorship level with the highest levels getting preferred locations.
- All sponsorship levels \$1000 and above will receive the attendee contact list minus opt-out registrants.
- Participation in Vendor Bingo is optional. Please let us know when signing up if you wish to participate or not.
- Company logos will be placed on the SPSTC.com website once payment has been received.
- Including a prize in the door prizes at the end of the day is encouraged.
- More details and information will follow in a vendor info pack closer to the event.
- Note: We are not planning on providing attendee bags.

Quick Pricing (details below):

- Platinum - \$5500
- Gold - \$3500
- Track Sponsorship - \$1950
- ISV Session - \$1950
- Company Booth - \$1250
- Eco Water Bottles - \$2200
- Speaker Shirts - \$1950
- Speaker Dinner - \$1700
- Guidebook - \$1700
- Media Sponsor - \$650

Sponsor Level Details:

Sponsorship levels are as follows:

Platinum Sponsor - \$5500

This is our highest level of sponsorship and gets premium booth location and top-billing throughout the event. It Includes:

- Up to two emails to all registered attendees. All sponsors (\$1000 and up) will receive the attendee email list minus opt-outs. This sponsorship can submit content that the SPSTC team will email to **ALL** attendees. We don't give out the addresses, but will get your message out. You can choose to send your content before or after the event.
- Two tickets to the speaker dinner. This is Friday night before the event.
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Large company logo on SPSTC site

Gold Sponsor - \$3500

This is our second-highest level of sponsorship and gets premium booth location and top-billing throughout the event. It Includes:

- Up to one email to all registered attendees. All sponsors (\$1000 and up) will receive the attendee email list minus opt-outs. This sponsorship can submit content that the SPSTC team will email to **ALL** attendees. We don't give out email addresses, but will get your message out. You can choose to send your content before or after the event.
- One ticket to the speaker dinner. This is Friday night before the event.
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Large company logo on SPSTC site

Track Sponsors* (x4) - \$1950

Track sponsorships show your organization's investment and engagement in a particular track. It allows sponsors to brand the track room and gives your organization the opportunity to **present a session** in the track subject area. Note: This is not an ISV session – These are not sessions to 'sell' your organization's products or services other than by demonstrating knowledge and experience through your presentation.

- One speaker session
- Brand the track room (optional)
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Company logo on SPSTC site

Tracks*:

- IT Pro / Admin Track
- Developer Track
- Information Worker / Power User / Maker Track
- Cloud / Office 365 Track
- Power Platform / Business Solutions - PowerApps and Flow
- Office

Note: Final tracks will be determined once session selection has been completed

Others we've used or considered at previous events are: Intro / 101, Business Apps (PowerApps, Flow, PowerBI), Azure, Case Studies, etc.

ISV Sessions* (x4) - \$1950

In response to attendee feedback and sponsor inquiries, a few events ago we introduced ISV sessions. These sessions allow sponsors/ISVs to present their products and services, or any other content, in standard session blocks. By letting attendees know what kind of session they are attending, they are much more engaged, interested, and appreciative.

- Session slot – May include product and/or services information, sales, marketing
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Company logo on SPSTC site

Company Booth - \$1250

The company booth sponsorship level allows companies with standard trade show displays the room needed to use their displays.

- Company booth space with a 6' table
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Company logo on SPSTC site

Eco Water Bottles* - \$2200

Rather than making disposable water bottles available throughout the day, we've chosen to make reusable water bottles (with your logo on them!) available to attendees that they can use throughout the day and take back to their home or office. This is a great opportunity to make your company known during the event and well after.

- Company logo on attendee water bottles (with our event logo)
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Company logo on SPSTC site

Speaker Wearables* - \$1950

We give shirts/sweatshirts/wearables to our speakers so that they're easy to spot. Attendees LOVE to engage with them throughout the day.

- Company logo on speaker shirts
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Company logo on SPSTC site

Speaker Dinner* - \$1700

Speakers and organizers gather the night before the event to relax and enjoy a dinner to show appreciation for our speakers and thank them for their time and efforts. This is a great opportunity to spend quality time with speakers and organizers before the craziness of the day of the event.

- Brand the dinner (event location open ~4:30pm), PPT running at dinner
- Two tickets to speaker dinner
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Company logo on SPSTC site

Guidebook* - \$1700

Guidebook is the service we use to bring event details to our attendees on their mobile devices. As the Guidebook sponsor your logo will be shown on the mobile app interface. All session and speaker info is sourced through Guidebook – we no longer print these materials. All session feedback is collected via Guidebook. Average downloads and access to the app has averaged around 300 people per event over the past few years. We actively encourage attendees to use the apps prior to and throughout the event.

- Company logo on electronic Guidebook pages
- Attendee list minus those who opt-out
- Company logo on (optional) Vendor Bingo card
- Premium company booth space
- Company logo on SPSTC site

Media Sponsor - \$650

If you can't attend the event but still want to help support the event and/or have your marketing materials distributed.

- Submitted marketing materials or items available at event registration
- Company logo on SPSTC site

* Note: Unique sponsorships have 'first rights of refusal' on the next event. Sponsors can choose to re-up for the same sponsorship level. Starting **September 2nd**, sponsorships that have not been re-upped will be made generally available.